



Date: June 12, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending June 10, 2006

This *City Report* highlights various activities for the week ending June 10, 2006. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using Citywide Focus Areas to organize the weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this framework will improve our ability to communicate information about the services we provide to both the City Council and the community.

Beginning this week, City Report has a new section: the *75th Anniversary Long Beach Sea Festival*, which will highlight main events, many of which are free and almost all are for kids of all ages.

I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

75th ANNIVERSARY LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education

City Manager

The Olympic spirit returns to the City of Long Beach on June 25 when *The Beach Triathlon 2006* kicks off the *75th Anniversary Long Beach Sea Festival*, a three-month celebration featuring powerboat races, a Dragon Boat Festival and popular family events such as sand-castle building contests, movies and music at City parks. With more than 35 events, known collectively as the *75th Anniversary Long Beach Sea Festival 2006*, will remind residents and visitors once again why Long Beach is such a fun place to live or visit. The *75th Anniversary Long Beach Sea Festival* begins on June 25. You'll want to participate in these first two events:

- **Treasure Hunt**

Go retro and get out the detective hats! One of Long Beach Sea Festival's most popular programs 20 years ago returns on June 25. The Treasure Hunt will revolve around a series of clues about well-known icons in the beach area of Long Beach. Treasure Hunt maps and clues will be printed in the Press Telegram. People will ID the destinations on the map and turn the map back into the Press Telegram. Maps with correct information will be entered into a drawing, with prizes given to winners on July 4th.

75th ANNUAL LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education (continued)

City Manager

- **The Beach Triathlon:**

Participate, Volunteer on Race Day, or Host a Runner

On June 25, approximately 100 world-class athletes will compete in *The Beach Triathlon 2006*, the most important race in the United States for elite triathletes, as the top American men's and women's finisher will be crowned the 2006 Elite National Champion. They are also racing for \$25,000 in cash prizes, and qualifying for the 2008 Olympic Games in Beijing, China. Call 728.8829 for information.

MAJOR WEEKLY HIGHLIGHTS

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Community Recreation Programs Bureau

More than 300 of the City's recreation leaders from Long Beach regional, community, and neighborhood centers attended staff training on June 3 for the citywide *Summer Day Camp and Summer Fun Days*. Participants learned about arts and crafts, games and fitness, smart planning, and positive recreation leadership. For information on summer camps, please call 570.3700.

Focus: Neighborhoods and Housing

Public Works, Environmental Services Bureau

As a result of the Shopping Cart Containment Ordinance approved by the Long Beach City Council on March 21, the City collected 699 abandoned shopping carts during a *cart sweep* on June 3 to help assess the extent of the problem and estimate the cost of implementing the ordinance. Merchants were notified of the sweep and the process to claim their shopping carts.

Focus: Community Safety

Civil Service

Approximately 767 Police Recruit candidates took the first step in becoming a Long Beach Police Officer on June 3 when they completed the written examination at the Long Beach Convention Center. Those that pass the exam will go on to the next step, a physical ability test conducted by the Police Department. It is anticipated that 70 to 80 successful candidates will start the rigorous 26-week police academy in January 2007.

UPCOMING EVENTS AND PROJECTS

Focus: Business and Economic Assistance

Community Development, Economic Development Bureau

Residents and business-owners have the opportunity to discuss the new Downtown Entertainment District Pilot Program at the **Business and Residential Forum on the Downtown Long Beach Entertainment District**, which will be held on **Wednesday, June 14, 7:00 pm** at Café Sevilla, 140 Pine Avenue.

UPCOMING EVENTS AND PROJECTS

Focus: Business and Economic Assistance

Community Development, Economic Development Bureau (continued)

The Downtown Entertainment District Pilot Program was approved by the City Council in January to standardize entertainment permits, and includes closing hours, noise and security requirements, and other items.

Financial Management and Community Development,

The City's Budget Office will be holding the third annual **Budget 101 Workshop** at the Neighborhood Resource Center on **Monday, June 19**. This workshop provides an opportunity for the community to hear about the City's budgeting for results process, the performance-based program budget document, the Financial Strategic Plan and the City Council's financial policies. Your questions will be answered and your comments appreciated. Call 570.1010 for information.

Focus: Neighborhoods and Housing

Community Development, Redevelopment Agency

The **First Annual Redevelopment Agency Town Hall** will be held on **Monday, June 19**, 6:30 p.m., The Grand, 4101 E. Willow Street. Residents can address the issues and concerns of their neighborhoods. The event features a panel discussion on the future of redevelopment with a group of Long Beach leaders. Free parking, food and drinks will be provided. For more information, contact Mary Nemick at 570.6316 or Mary_Nemick@longbeach.gov.

Focus: Leisure, Culture and Education

Parks, Recreation and Marine

Enjoy the sounds of a summer **lunchtime concert series at Lincoln Park** on **Thursdays**, from 11:30 a.m. to 1:30 p.m. through August 31. Bring your lunch, blanket, and/or lawn chair and be entertained! On **June 15** hear the duo Early McCalister, and on **June 22** swing and jazz music by Erik Ekstrand.

Police

The annual **Special Olympics Law Enforcement Torch Run** will take place on **Friday, June 16**. The Long Beach Police will receive the torch from Los Angeles Police Department at the western city limits and carry it, running for seven miles, to the CSLUB Pyramid.

Parks, Recreation and Marine

Non-stop entertainment and gospel music are planned for the **10th Annual Long Beach Juneteenth Celebration** on **Saturday, June 17**, from 11:00 am to 5:00 pm, at Martin Luther King Jr. Park Community Center, 1950 Lemon Avenue. The event is free and open to the public.

Parks, Recreation and Marine

Help Support the Long Beach Municipal Band! The **Long Beach Municipal Band Inaugural Gala Celebration** will be held on **Saturday, June 17**, at 7:00 pm at the Long Beach Convention Center Grand Ballroom. The gala will support the Band's eight-week season of free concerts in city parks.

UPCOMING EVENTS AND PROJECTS

Focus: Leisure, Culture and Education

Parks, Recreation and Marine (continued)

The evening includes silent and live auctions, dancing to the Ed Martel Trio and the Municipal Band Jazz Ensemble, and a special concert featuring the Long Beach Municipal Band. For more information and reservations, please visit www.LBParks.org.

Parks, Recreation and Marine

The 2006 Long Beach Golf Festival continues with the **81st Annual Match Play Championship**. The single elimination Match Play was held June 10 and 11, and continues **June 17 and 18**, at Skylinks Golf Course.

Library Services

All Long Beach libraries will offer the ***Paws, Claws, Scales, and Tales*** summer reading program with two special sections, one for teens and one for children and their parents. The program will kick-off on **June 17** and continue for seven weeks through early August. The Library provides this program to support school readiness for preschoolers, to support students' reading skills during out-of-school time, to develop a love of reading, and to promote regular use of the library. The City of Long Beach, the Collaborative Summer Reading Program and the California State Library, the Friends of the Long Beach Public Library, the Long Beach Public Library Foundation, and the Los Angeles Times are providing funding for this year's Summer Reading Program. Special incentives have been donated by community businesses.

Digital Cameras – Demystified! A free informational seminar on how to operate digital cameras will be held on **Saturday, June 17**, 3:00 p.m. in the Main Library, 101 Pacific Avenue. Seating is limited and advance registration is required. Call 570.7500 to sign up.

WEEKLY NEWS

Focus: Health and Human Services

Health and Human Services

The *Role of Men Academy* held a graduation ceremony for 60 participants and their families on June 3 at the Miller Family Health Education Center.

On June 1, staff participated in a panel discussion on *Pandemic Flu Preparedness* at the Aquarium of the Pacific.

Staff hosted a satellite teleconference on *After Katrina: Building a Better Public Health System for the Future* at the Miller Family Health Education Center.

Two events were held to celebrate the Department's Centennial Celebration. The Public Health Nursing team held a *Nursing Vintage Fashion Show*, which highlighted the achievements of Public Health Nursing since it was established more than a century ago, and a production of *The Directors*, which highlighted the history of public health in Long Beach over the last century.

WEEKLY NEWS

Focus: Neighborhoods and Housing

Community Development and Library Services

Staff from the 7th Street Community Police Center, in conjunction with the Long Beach Public Library Foundation, began the sixth *Raising a Reader* class at the Police Center. So far, more than 300 local residents have participated in this literacy program that encourages parents to read to their children, fostering early literacy skills for school success. For more information contact [Gonzalo Sanchez@longbeach.gov](mailto:Gonzalo_Sanchez@longbeach.gov).

Community Development, Neighborhood Services

Seven community service workers and approximately 43 area residents from the Craftsman Village Historic District and the Hellman Area Neighborhood Association (HANA) removed trash and discarded items in the neighborhood near Walnut Avenue and 6th Street on June 3. For more information contact [Gonzalo Sanchez@longbeach.gov](mailto:Gonzalo_Sanchez@longbeach.gov).

The Willmore Community Police Center hosted a graduation ceremony on May 31 to recognize 12 parents who completed the *Practices in Raising Your Children* program. On June 1, 17 families received certificates for successfully completing the program at the Willmore Community Police Center. The 61 participants read approximately 60 books during the 15-week program. The program, made possible through a partnership between the City and the Long Beach Unified School District, is designed to provide parents with practical child-rearing tools. Please contact [Teresa Gonzalez@longbeach.gov](mailto:Teresa_Gonzalez@longbeach.gov) for more information.

Nine Spanish and Khmer-speaking residents in the McArthur Park/Whittier School Neighborhood Improvement Strategy Area enrolled in the first *English as a Second Language* class at the Anaheim Street Community Policing Center on May 25. There is a waiting list for the next class. This program is a partnership between the Neighborhood Services Bureau and the Long Beach Public Library Foundation and is designed to assist residents in learning English. For more information about programs offered at the Anaheim Street Community Policing Center, contact [Bryant Ben@longbeach.gov](mailto:Bryant_Ben@longbeach.gov).

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Community Enrichment Programs Bureau

More than 60 members of *Friends of Rancho Los Cerritos* gathered in the Rancho's gardens for its annual meeting, elections, and recognition of members and volunteers on June 3. The event ended with a living history presentation on the life of Sarah Birdwell and the early development of Long Beach.

Parks, Recreation and Marine, Maintenance Operations Bureau

The D-Day XV Golf Tournament, benefiting the Long Beach Junior Golf Association, was held on June 10 at Heartwell Golf Course.

WEEKLY NEWS

Focus: Environment

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On June 3 at Colorado Lagoon, more than 100 students participated in an educational day presented by the El Dorado Nature Center and the Green Student Union of Polytechnic High School. The students cleared 600 square feet of ice plants on the east side of the Lagoon for the installation of an experimental plot to investigate which wetland plants are appropriate for the Lagoon.

Focus: Business and Economic Assistance

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 6,000 people attended the 11th Annual *Dia de San Juan Festival* at the Queen Mary Events Park on June 4.

Parks, Recreation and Marine, Marine Bureau

On June 3, the Marine Bureau auction for confiscated and abandoned vessels netted more than \$10,000.

Focus: Community Safety

Police

Vice Detectives conducted a John Program, wherein undercover female officers posed as prostitutes in the West Division area. Officers arrested 19 people for the solicitation prostitution, and impounded 14 vehicles.

Citywide, police officers responded to 722 priority one, 1,777 priority two, and 1,422 priority three calls for service, for a total of 3,921 calls.

Fire

The Fire Department responded to a total of 1,304 emergency calls for service: 131 calls for fires, of which 14 involved structures; 794 emergency medical calls, of which 568 required paramedics; 19 HazMat calls; and 343 animal control calls.

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,454 service calls, including 742 Water Utility Turn Ons, and 732 Turn Offs. 648 Customer Service Orders were completed for services, included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 332 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 338 emergency phone calls that resulted in 61 emergency orders being sent out.

WEEKLY NEWS

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

Upon completion of Phase 1 of the soil anchor projects, Marine Maintenance re-installed 10 gangways and docks in the Naples Island canals.

Beach Operations removed more than 16 tons of seaweed and other debris from the waterlines.

Parks, Recreation and Marine, Marine Bureau

On June 8, a meeting for all live-aboards in the Alamitos Bay Marina was held. Representatives from the Department's Maintenance Operations Bureau, Police and Fire (Rescue Boats) attended.

Parks, Recreation and Marine, Public Works

Construction on the structural frame of the Martin Luther King Jr. Park pool building and the sheathing of the roof structure have been completed.

The roof framing of the Admiral Kidd Park Teen Center structure is complete. The installation of the roof plywood is in progress, along with the installation of the HVAC units.

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Intersection of Broadway & Magnolia

I-710 Broadway Exit Impacted

Broadway: One left lane closed during rush hour traffic

Broadway: Two left lanes closed when traffic clears

Estimated completion: June

Public Works, Street Improvements

Contact: 570-5160

Redondo Ave.

Ocean Blvd. to Second St.

Estimated completion: June

Public Works, Streetscape and Street Improvements

Contact: 570-5160

Long Beach Blvd.

North of Artesia to North City Limits

Estimated completion: June

Public Works, Traffic Signal Improvements

Contact: 570-5160

Long Beach Blvd.

Wardlow Rd. to North City Limits

Estimated completion: November

Public Works, Street Improvements

Contact: 570-5160

Anaheim St.

Ximeno to Pacific Coast Hwy.

Estimated completion: July

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WEEKLY NEWS

Street Construction Report (continued)

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Stearns St.

Between Clark Ave. & Bellflower Blvd.

Estimated Completion: June

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated Completion: July

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

20th St.

From Santa Fe Ave. to alley east of Easy Ave.

Hill St.

From Webster Ave to Delta Ave.

Caspian Ave.

From Hill St. to 20th St.

Baltic Ave.

From Hill St. to 20th St.

Estimated completion: June

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager